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MAY IS 'CALFRESH AWARENESS MONTH'

BOARD OF SUPERVISORS LAUNCH COUNTY'S ANNUAL CAMPAIGN TO REACH LOW-INCOME FAMILIES AND INDIVIDUALS VULNERABLE TO HUNGER IN THE COUNTY

The number of homes lacking adequate food has more than tripled in the last four years

LOS ANGELES -- The Board of Supervisors today officially launched "CalFresh Awareness Month," the Department of Public Social Services' (DPSS) comprehensive and coordinated annual effort to increase access to food assistance and promote healthier food choices in the nation's largest and most diverse county.

Supervisor Mark Ridley-Thomas led the Board in announcing a month long series of public awareness events coordinated by DPSS and over 30 community-based and faith-based organizations.

"Even though a record high of 1.1 million individuals currently receive the benefits, we know that there are so many others in need of immediate food assistance who are unaware that they may qualify for CalFresh," stated Supervisor Ridley-Thomas. "We want to express our support for this work being done by proclaiming May as "CalFresh Awareness Month" in the County."

In its third year of observance, CalFresh Awareness Month has been described as one of the most successful efforts in the state of California to bring public awareness to CalFresh – the supplemental nutrition food benefit that helps low-income families and individuals in the County.

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According to the United States Department of Agriculture, the number of nationwide homes lacking adequate food more than tripled in the last four years. Studies suggest that household hunger negatively impacts the intellectual, physical, and emotional development of children and puts them at greater risks for obesity, diabetes and other diseases.

“Hunger is an issue that affects us all and this collaboration represents an intense effort to serve those most vulnerable in Los Angeles County,” stated Sheryl L. Spiller, DPSS Director.

This year’s campaign will also highlight the nutritional benefits of CalFresh, enlisting the help of the Department of Public Health, local supermarkets, farmers’ markets, food banks, and school districts, to promote the benefits of healthier food choices and exercise.

For more information, visit www.dpss.lacounty.gov/dpss/calfresh or call the Health and Nutrition Hotline at 1 (866) 613-3777.

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